Data and Privacy File Guides

AppleCare: Online Personal Setup Reservations

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File name

Online_Personal_Setup_Reservations.csv

File description

Record of Personal Setup reservations.

Why Apple keeps this information

Apple retains records of previous and future reservations to maintain a seamless customer experience.

Field Name	Details
Case ID	Unique tracking number for a customer call, chat, or email
First Name	The customer's first name
Last Name	The customer's last name
Email	The customer's email address
Reservation ID	Unique number for a specific reservation
Time Slot Chosen	The reservation time slot the customer chose
Type of Reservation	Whether this is a presales or postsales reservation
Time Zone	The customer's time zone
Phone Number	The customer's phone number
Customer Notes	Any additional information provided by the customer
Region	The customer's region
Country Code	The customer's country code
Language	The customer's chosen language
Order Number	Order Number of the customer's product
Product Family	Apple product name